

HUDSON SALES & MARKETING

Salary guide

SINGAPORE (SGD '000)

	Assistant Manager	Manager	Senior Manager	Director or above
Professional Services				
Public Relations/ Event Marketing	50 - 70	70 - 90	80 - 120	100 - 200
Internal Communications	50 - 70	70 - 90	90 - 130	150 - 200
Corporate Communications	50 - 70	70 - 90	90 - 120	120 - 200
Brand/Product Marketing	50 - 70	70 - 90	90 - 120	120 - 200
Marketing Management	50 - 70	70 - 90	90 - 120	120 - 200
Online/Digital Marketing	80 - 100	100 - 140	130 - 180	150 - 250
Business Development/Sales	70 - 90	90 - 120	120 - 150	150 - 250
Key Account Management	50 - 70	70 - 90	100 - 130	130 - 180
Data Science	60 - 80	80 - 100	120 - 150	180 - 240
Web Analyst	60 - 80	80 - 100	120 - 150	180 - 240
Digital Transformation	60 - 80	80 - 100	130 - 180	180 - 240
Digital Data Analyst	60 - 80	80 - 100	120 - 150	180 - 240
UX/UI	60 - 80	80 - 100	120 - 150	180 - 240

This salary guide is a compilation of salary and market information provided by Hudson consultants, clients, candidates and other sources across Asia. Information was gathered by drawing on the extensive knowledge of our specialist recruitment consultants across Hudson's specialist practice groups. Salary ranges are approximate guides only. They relate to base salaries and exclude superannuation/bonuses/incentive schemes/stock options.

SINGAPORE (SGD '000)

	Assistant Manager	Manager	Senior Manager	Director or above
Financial Services				
Public Relations/Event Marketing	70 - 90	90 - 130	120 - 160	180 - 300
Internal Communications	80 - 100	100 - 140	130 - 160	150 - 250
Corporate Communications	80 - 100	100 - 140	130 - 160	180 - 400
Brand/Product Marketing	70 - 90	90 - 120	130 - 160	150 - 350
Online/Digital Marketing	80 - 100	100 - 140	150 - 200	200 - 400
Data Science	80 - 100	120 - 150	150 - 200	200 - 400
Web Analyst	80 - 100	120 - 150	150 - 200	200 - 350
Digital Transformation	80 - 100	120 - 150	150 - 200	200 - 400
Digital Data Analyst	80 - 100	120 - 150	150 - 200	200 - 320
UX/UI	80 - 100	120 - 150	150 - 200	200 - 350
FMCG and other Consumer Goods				
Public Relations/Event Marketing/ MarCom	48 - 66	70 - 90	90 - 114	120 - 200
Brand/Product Marketing	48 - 66	70 - 90	90 - 120	120 - 250
Trade Marketing	48 - 66	70 - 90	90 - 120	100 - 150
Marketing Management	48 - 66	72 - 96	80 - 150	120 - 200
Online/Digital Marketing	54 - 66	60 - 80	90 - 120	120 - 250
Key Account Management	50 - 70	72 - 96	90 - 120	132 - 200
Business Development	66 - 78	84 - 108	100 - 132	132 - 200

SINGAPORE (SGD '000)

	Assistant Manager	Manager	Senior Manager	Director or above
ICT				
Marketing Management	72 - 96	96 - 120	120 - 170	170 - 250
Presales	78 - 120	132 - 168	168 - 200	200 - 320
Solutions Architect	108 - 150	150 - 192	200 - 250	250 - 320
Sales	90 - 120	120 - 180	180 - 250	250 - 350
Operations	70 - 90	90 - 110	110 - 150	250 - 350
Industrial				
Account Management	65 - 90	75 - 110	150 - 220	200 - 280
Technical Sales	60 - 85	70 - 100	120 - 180	180 - 250
Application Engineering	65 - 90	75 - 100	120 - 180	150 - 250
Business Development/Sales	70 - 120	100 - 170	180 - 250	220 - 300
Marketing Management	N/A	150 - 220	240 - 300	300 - 400

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Hudson Sales & Marketing

Hudson's specialist recruitment consultants have the in-depth market knowledge of salaries, job titles and hiring trends to ensure you achieve the best outcome for your organization at the appropriate remuneration.

We build highly nurtured and engaged pools of select talent so you can find the right person quickly. This means greater speed and precision in placements, and higher satisfaction for both clients and candidates.

Our proprietary assessment tools and techniques will help you find candidates with the right technical skills and capabilities for the role and for your team, so you can achieve higher performance and superior business results.

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